

National Preparedness Month 2011

This September: A Time to Remember. A Time to Prepare.

National Preparedness Month is the Federal Emergency Management Agency's (FEMA) annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. National Preparedness Month is sponsored by FEMA's *Ready* Campaign in partnership with the Citizen Corps, FEMA's grassroots strategy to bring together government and community leaders to involve all citizens in emergency preparedness planning. The goal for this September's National Preparedness Month is to turn awareness into action by motivating all Americans to make and practice an emergency plan. FEMA relies on federal, state, and local partnerships and its Coalition Members to help bring this call to action to all communities throughout the U.S. As the first wave of response to every emergency and disaster of all kinds, the Emergency Manager community will play a key role in National Preparedness Month.

National Preparedness Month Coalition

Sign up to be a National Preparedness Month Coalition Member! Coalition Membership is easy, free, and important and is open to all individuals, businesses and organizations. Register your department at community.fema.gov. As a member, you'll have access to tons of information and ready-to-use templates and messaging, including the ability to connect with the thousands of other members across the country. Help us encourage everyone to sign up at community.fema.gov. Here are a few easy ways to participate as a Coalition Member:



Leverage Existing Events

Participate in events and meetings that already exist within your community, through local farmers markets, Rotary Clubs, Lions Clubs, Kiwanis, VFW, or the American Legion. Whether it's offering to talk about preparedness or having a representative available to talk to community members and pass out information, tapping into something that is already planned and scheduled is a great way to reach members of your community. Be sure to post your preparedness activity at community.fema.gov to help others in your community find you.



Host an Event, Meeting, or Workshop

Host an event, such as a preparedness workshop, day, or fair. Ladder trucks, ambulances and mobile operation center trucks serve as a perfect backdrop for an educational booth where you distribute home fire safety checklists or surveys, schedule smoke alarm installations, and/or answer questions about smoke and CO alarms and offer fire safety tips. You may even offer to provide CPR training and/or blood pressure checks to community groups. Be sure to post your preparedness activity at community.fema.gov.



Be Part of a Much Larger Event or Initiative

Individuals want to be part of something bigger. For example, September 11th is now an annual day of service and this year will mark the ten year anniversary of the terrorist attacks. Plan a preparedness event for this year's annual day of service. Be sure to post your event both on 911dayofservice.org and community.fema.gov so people in your community can find you.



Spread the Preparedness Message

Include preparedness messaging in existing forms of communications, such as emails, websites, blogs, social media, newsletters, and even as bill stuffers. Once you're signed up as a Coalition Member, you will have access to ready-to-use messaging that you can use or customize.

For more ideas about how to get involved in National Preparedness Month log on to our website:
<http://community.fema.gov/>

Available Resources

- ✓ Community.fema.gov. Join us as a National Preparedness Month Coalition Member where you will have access to ideas and ready-to-use messaging, including press releases, posters, graphics, web banners, social media messaging, articles, best practices from 2010, and much more.
- ✓ Ready.gov. *Ready* has resources such as checklists and different information tailored to specific groups of people, including kids, businesses, and those with access or functional needs.
- ✓ CitizenCorps.gov. Citizen Corps is a national network of state, local, and tribal Citizen Corps Councils who work to bring preparedness programs and carry out local strategies to involve government, community leaders, and citizens in all-hazards preparedness and resilience.
- ✓ ReadyRating.org. The American Red Cross Ready Rating Program helps organizations take the necessary steps to become prepared to respond to and successfully withstand a disaster and other emergencies.
- ✓ USFA.dhs.gov. The U.S. Fire Administration is an entity within FEMA that provides national leadership to foster a solid foundation for our fire and emergency services stakeholders in prevention, preparedness, and response.
- ✓ ShakeOut.org. Across the country, states are participating in this earthquake drill. Check the site to see if there is a ShakeOut coming to your community.
- ✓ GreatHurricaneBlowout.org. The Great Hurricane Blowout is lead by the Federal Alliance for Safe Homes, Inc., or FLASH, to help families get ready for hurricane season. Check the site for future events happening in your community.
- ✓ SafeKids.org. Safe Kids USA is a nationwide network of organizations working to prevent unintentional childhood injury, the leading cause of death and disability for children ages 1 to 14. Safe Kids USA educate families, provides safety devices to families in need, and advocates for better laws to help keep children safe, healthy, and out of the emergency room.

For more information and ideas, contact NPM@fema.gov.